

**Amendment**

**U.S. Patent Application Serial No. 09/725,850**

7 to and passing through said card to enable said personal computer to access said storage medium,  
8 and a material layer having information thereon indicating said business or product associated with  
9 said data stored within said storage medium;  
10 wherein said card is in the form of a non-circular business type card to advertise and provide  
11 information pertaining to said business or product to card recipients via said material layer  
12 information and said data stored within said storage medium, and wherein said card is directly  
13 insertable into a personal computer drive for transfer of information between said card and said  
14 personal computer.

30  
1 31 (Twice Amended). A method of transferring data between a storage device and a personal  
2 computer comprising the steps of:  
3 (a) forming a data card including a material layer and a computer readable storage  
4 medium to store data pertaining to a business or product, wherein said storage medium facilitates  
5 transfer of said data to said personal computer in response to said personal computer rotating said  
6 data card about an axis perpendicular to and passing through said card to enable said personal  
7 computer to access said storage medium;  
8 (b) printing information on said material layer indicating said business or product  
9 associated with said data stored within said storage medium; and  
10 (c) configuring said card in the form of a non-circular business type card to advertise and  
11 provide information pertaining to said business or product to card recipients via said printed  
12 information and said data stored within said storage medium, wherein said card is directly insertable

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13 I into a personal computer drive for transfer of information between said card and said personal  
14 computer.

1 <sup>41</sup>  
~~43~~ (Amended). A storage device for insertion into a personal computer to permit data  
2 to be transferred between said personal computer and said storage device, said storage device  
3 comprising:  
4 a data card including computer readable storage means for storing data pertaining to a  
5 business or product and facilitating transfer of said data between said data card and said personal  
6 computer in response to said personal computer rotating said data card about an axis perpendicular  
7 to and passing through said card to enable said personal computer to access said storage means, and  
8 a material layer having information thereon indicating said business or product associated with said  
9 data stored within said storage means;  
10 wherein said card is in the form of a non-circular business type card to advertise and provide  
11 information pertaining to said business or product to card recipients via said material layer  
12 information and said data stored within said storage means, and wherein said card is directly  
13 insertable into a personal computer drive for transfer of information between said card and said  
14 personal computer.--

END